



Hear now. And always



## A History of Innovation...

Good Science, Industry Leadership,  
and Lifetime Commitment.

[Explore the Timeline](#)

[COMPANY](#)

[LEADERSHIP](#)

[MEDIA ROOM](#)

[INVESTOR RELATIONS](#)

[CAREERS](#)

[CONTACT US](#)

**“Good science is absolutely essential to making progress. Cochlear strives to not only develop a product but to underpin it with good science.”**

-Professor Graeme Clark  
AA FAA FTSE Laureate professor,  
University of Melbourne and Bionic  
Ear Institute

## Cochlear: The Industry Leader

At Cochlear, we strive to...

### Connect your life to a world full of sound.

We're committed to delivering revolutionary implant technologies to help you enjoy, connect to, and interact with a world of sound. It's our mission to help you—and all others who are profoundly or severely deaf—to hear now.

### Upgrade our recipients with the latest technological advancements.

If you already have a Nucleus cochlear implant, you can be sure that we are working on new technical innovations. Upgrades are part of our lifetime commitment.

### Safeguard relationships with health care professionals.

Cochlear is committed to creating relationships with health care professionals who provide hearing and educational services. We're dedicated to the people who can help you to hear now and always.



**2005 Annual Report now available**  
September 2005



**ASX Announcements**  
The latest announcements on the Australian Stock Exchange

## News & Announcements

**Entific Business Acquisition**  
Cochlear announces business acquisition of Entific for approx. AUD 195M

**Nucleus Freedom - USA, UK, Canada**  
Nucleus Freedom with SmartSound approved

## Investor Information

**2006 Half Year Results**  
14 Feb. 2006: Cochlear F'06 Half Year Results.

**Check Cochlear share price**  
Cochlear is publicly listed on the Australian Stock Exchange



Hear now. And always



## Company

**COMPANY**

**LEADERSHIP**

**MEDIA ROOM**

**INVESTOR RELATIONS**

**CAREERS**

**CONTACT US**

[Company Profile](#)

[Guiding Principles](#)

[About Graeme Clark](#)

[Cochlear: A History of Innovation](#)

[Cochlear Websites](#)

[Comprehensive Compliance Program](#)

## Our Guiding Principles

### Guiding Principles

With Cochlear, you can count on three things: technical product innovation, world-class design, and lifelong commitment. Our 60,000 Nucleus recipients and thousands of hearing and educational professionals make up the largest cochlear implant community in the world. Our community is continually supported by our guiding principles.

#### Innovate for Leading Performance

At the heart of Cochlear's product development is one simple idea—innovation. Whether that innovation is focused on performance or features, the principle is the same: Think of ways to deliver capabilities that nobody has thought of before, and improve those that already exist. That's how we've come to lead the industry with the highest-performing, feature-packed cochlear implant systems that include:

Revolutionary sound technology designed to mirror the intricacies of natural hearing. This means better hearing in different listening environments, including noisy, crowded places.

Future sound processing capabilities to deliver sound to the hearing nerve with ultra-fine timing accuracy. With more than 1000 times the timing accuracy, Nucleus Freedom is designed to offer performance improvements as these advancements emerge.

Award-winning Contour Advance™ 22-channel electrode designed to deliver clear sound to the hearing nerve and to protect the delicate cochlear structures during insertion.

The industry's broadest range of coding and customisation options to meet individual unique needs.

A next-generation, digital microchip for a strong sound engine, with plenty of power to spare for future innovations.

#### Deliver World-Class Design

We incorporate world-class design in every aspect of our product development, delivering an unrivalled listening experience. Our world-class design includes:

Innovative, flexible modular design that fits easily into the lifestyle of adults and children alike.

The toughest materials available—tested to the highest military standards and designed to last a lifetime.

Sweat- and splash-resistant speech processors—built to withstand perspiration, humidity and moisture.

Comfortable speech processors, with sleek curves that fit snugly behind the ear. Our small, slim silhouette ensures a good fit on very young children and offers extra comfort for those wearing glasses.

An extensive range of audio connection accessories to enjoy tunes on an iPod or watch a movie at home or in a theater.

Industry-first, push-button controls that allow processor adjustments without cumbersome dials and switches.

**Lifetime commitment - Assure Lifelong Service**

Our products are designed to last a lifetime. When you choose Cochlear, you choose a lifelong partner dedicated to the quality of your hearing today, tomorrow and always. Our lifetime service includes:

**Technology upgrades without additional surgery or implant replacement.**

**Collaboration with a worldwide community of leading scientists in 70 countries, with global research and development conducted at our facilities in Australia, Belgium and the United States. Our dedication and innovation never stops.**

**Long-lasting reliability thanks to implants that are built to the highest standards.**

**Service centers around the world—always there to help solve any problem.**



Hear now. And always



## Company

[COMPANY](#)

[LEADERSHIP](#)

[MEDIA ROOM](#)

[INVESTOR RELATIONS](#)

[CAREERS](#)

[CONTACT US](#)

[Company Profile](#)

[Guiding Principles](#)

**[About Graeme Clark](#)**

[Cochlear: A History of Innovation](#)

[Cochlear Websites](#)

[Comprehensive Compliance Program](#)

### About Graeme Clark

"In spite of the problems and criticisms, I just had to go on. A cochlear implant was their only hope of ever hearing."

That was Professor Graeme Clark's way of thinking—never give up on finding a way to help the profoundly deaf hear.

It was his deaf father's struggles that ignited this determination. Professor Clark grew up seeing the hardship of living in silence—including the frustration, anguish and resulting isolation. He also witnessed his father's desire for a greater connection to others, and was determined to make it possible.

In the mid-1960s, while working as a research professor at the University of Melbourne in Australia, Professor Clark came upon a scientific paper. It described how a profoundly deaf person received hearing sensations through electrical stimulation. The seed was planted, and he began researching the possibility of an electronic, implantable hearing device: a cochlear implant.

Though creating an implant seemed like an impossibly tall order, Professor Clark dedicated years to its research and development. His colleagues said a cochlear implant wouldn't work because the inner ear was just too complicated. Others said that there were unknown risks. There was also the lack of funding and the technological challenge of fitting electrodes into the tiny inner ear.

But the chance to give those living in deafness the gift of sound urged him on. For over a decade he continued on his quest. Finally, his research was put to a test. In 1978, the first cochlear implant surgery took place. Professor Clark's determination had paid off—the surgery was a success.

From his success, Cochlear was born. Its purpose: to make Professor Clark's innovative multi-channel cochlear implant commercially available all over the world. Today, over 60,000 severely or profoundly deaf children and adults have received a cochlear implant. Thanks to his relentless dedication, they've all been given the opportunity to interact more fully with their world.

Professor Clark is still actively involved in the advancement of cochlear implants. In 2004, he became the director of The Bionic Ear Institute, an independent, non-profit, medical research organization that partners with Cochlear. Together, Professor Clark and Cochlear continue to explore new avenues in technology and deliver first-to-market innovations that help the deaf hear with more clarity and ease.





Hear now. And always



# Company

**COMPANY**

**LEADERSHIP**

**MEDIA ROOM**

**INVESTOR RELATIONS**

**CAREERS**

**CONTACT US**

## Company Profile

[Guiding Principles](#)

[About Graeme Clark](#)

[Cochlear: A History of Innovation](#)

[Cochlear Websites](#)

[Comprehensive Compliance Program](#)

## Company Profile

Delivering more than two decades of implant innovation to over 60,000 people, Cochlear is built upon a foundation of success.

How did we get there? In a word: Goals. By setting corporate goals for customer focus, organisational performance, and shareholder value, strategic thinking has leveraged our innovation into a very successful business. Our goals include:

### Customer focus

We focus on bringing customers lifetime value with:

**Innovative, high-quality products and services that help implant recipients interact more fully with their world.**

**A continuous service-oriented experience from start to finish. Every customer interaction and experience is seamless, consistent and positive.**

**Customer information systems that deliver products and services to match customer preferences and needs.**

### Organisational performance

Ours is a dynamic, performance-focused organization, poised to achieve its full potential with:

**A corporate culture and core values that attract and retain high-quality talent.**

**Leadership capabilities that ensure a lasting, compelling future for employees.**

**Tools and processes for managing performance.**

### Shareholder value

Cochlear creates shareholder value and meets stakeholder expectations through:

**Maximised sales revenues and an optimised sales revenue mix.**

**Maximised return from the effective management of working capital and other assets.**

**Optimised return through a well-managed dividend policy.**